

TEXAS HIGHER EDUCATION COORDINATING BOARD

Summary Notes/Minutes

Business Administration & Management Field of Study Advisory Committee Meeting

1200 East Anderson Lane, Board Room

Austin, Texas

January 4, 2018, 1:00 AM – 5:00 PM

January 5, 2018, 8:30 AM – 12:00 PM

The webcast of this meeting is available at the following link: <https://www.youtube.com/watch?v=ELqpY3U-0aM&t=8953s>

AGENDA ITEM	ACTION
I. Welcome, call to order, and introductions	<p>Allen Michie called the meeting to order at 1:00 PM on January 4.</p> <p>The following committee members present:</p> <p>Val Calvert, San Antonio College Kerri Camp, The University of Texas at Tyler Ruby Campuzano, South Texas College Raymond Chacon, St. Phillips College Kay-Yut Chen, The University of Texas at Arlington Raven Davenport, Houston Community College Richard DeFrank, University of Houston Natalay Delcoure, Texas A&M University-Kingsville Kiwana Francis, LoneStar College-North Harris Randall Harris, Texas A&M University-Corpus Christi Tracy Hurley, Texas A&M University-San Antonio Donald Hurwitz, Austin Community College Balaji Janamanchi, Texas A&M International University Dorothy Kirkman, University of Houston-Clear Lake Linda Matthews, The University of Texas Rio Grande Valley Keith New, Angelina College Reed Peoples, Austin Community College District Sherilyn Reynolds, San Jacinto College Marshall Rich, Blinn College Randy Saleh, Tarrant County College-Northeast Campus Dino Villegas, Texas Tech University David Wierschem, Texas State University</p> <p>The following committee members were absent: Becky Parker, McLennan Community College Michael Williams, Prairie View A&M University</p>

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	<p>Coordinating Board Staff present: Rex Peebles, Assistant Commissioner Garry Tomerlin, Deputy Assistant Commissioner Allen Michie, Program Director Rebecca Leslie, Program Director</p>
<p>II. Consideration of election of Chair and Co-Chair</p>	<p>Tracy Hurley, Reed Peoples, Natasha Delcours, and Raven Davenport nominated themselves to serve as co-chairs. The committee voted to use paper ballots.</p> <p>Tracy Hurley (Texas A&M University-San Antonio) was elected co-chair for the four-year institutions. Raven Davenport (Houston Community College) was elected co-chair for the two-year institutions.</p>
<p>III. Consideration of election of recording secretary</p>	<p>Linda Matthews nominated Randall Harris to serve as recording secretary, and the motion passed.</p>
<p>IV. Public testimony</p>	<p>No members of the public were present to testify.</p>
<p>V. Overview of field of study rules and mission</p>	<p>Allen Michie provided an overview of the Fields of Study (FOS) statute, how it is part of a wider range of transfer success initiatives, and how it contributes to the Texas Higher Education Coordinating Board's 60x30TX strategic plan. Rex Peebles commented on the priority the Texas Legislature is placing on FOS.</p> <p>Term limits of 2-, 4-, and 6-years were randomly assigned to members. Co-chairs received six-year terms. (Note: Following a change in Coordinating Board policy, these terms were later converted to 1-, 2-, and 3-year terms, respectively.)</p>
<p>VI. Discussion of Business Administration and Management field of study curriculum</p>	<p>There was a general discussion regarding deficiencies for Business students, including math, data analytics, data science, statistics, basic spreadsheet skills (Excel), critical thinking, independent thinking, integrated decision making, and oral communication.</p> <p>Allen Michie encouraged discussion on whether the FOS should cover all Business degrees designations. A vote was taken, and the committee affirmed that the FOS would apply to all BBA, BA (Business, Business Management, or Business Administration) and BS degrees (Business, Business Management, or Business Administration). The committee found no basic differences at the lower-division level on the foundational</p>

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	<p>courses for business degrees, regardless of program.</p> <p>The committee considered the current Business FOS curriculum:</p> <p>BCIS 1305 – Business Computer Applications ACCT 2301 – Financial Accounting ACCT 2302 – Managerial Accounting ECON 2301 – Macroeconomics ECON 3202 – Microeconomics SPCH 1321 – Business & Professional Communication MATH 1325 – Calculus for Business and Social Sciences</p> <p>There was discussion regarding adding an <i>Academic Course Guide Manual</i> (ACGM) comparable course for BUSG 2371, Business Statistics. Members commented that MATH 1324 may not be useful or rigorous enough for the FOS core curriculum.</p> <p>The committee discussed whether there is any essential course content that all Business and Administration majors should know at the lower-division level that is not reflected in any current ACGM course. The committee expressed consensus that there needs to be a new ACGM course in Business Statistics.</p> <p>Discussion followed regarding MATH 1342, Elementary Statistical Methods. Members commented that the course may not be appropriate for business students.</p> <p>The committee expressed consensus that BCIS 1305, Business Computer Applications be included in the FOS, but it would need modifications to its course description to include more training in Excel programming.</p> <p>There was extensive discussion of including BUSI 2301, Business Law. The consensus was that this is most frequently taught at the upper-division level.</p> <p>There was discussion of BUSI 1301, Business Principles, and the consensus was that it should be in the FOS. Consideration was given to BCIS 1305, BUSI 2301, and BUSI 1301.</p> <p>Allen Michie showed data on enrollments in current offerings and enrollments in Business-related ACGM courses at public institutions of higher education across Texas. Michie recommended that the committee review the data before the Friday morning discussion of the final FOS, and he advised the committee to consider current enrollments when making recommendations for changes</p>

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	<p>in the FOS.</p> <p>The meeting was adjourned at 5:00 PM by Tracy Hurley.</p>
I. Call to order	The Committee reconvened at 9:00 AM on January 5.
II. Discussion and consideration of Business Administration and Management field of study curriculum	<p>Discussion continued of proposed new and existing ACGM courses for inclusion in the FOS.</p> <p>There was discussion regarding the proposed new BUSI 23XX, Business Statistics, and its possible impact on faculty allocations at 2-year institutions.</p> <p>A breakout group discussed BUSI 1301, Business Principles/Introduction to Business. The group concluded that BUSI 1301 increases retention and makes for better, more well-rounded business students. The course introduces students to all areas of business, including ethics and sustainability. It is a popular course at community colleges, and it can be taught by instructors with an MBA degree.</p> <p>Discussion followed regarding the efficacy of BUSI 1301 versus other more specialized courses.</p> <p>A second breakout group reported back on BUSI 2301, Business Law. The group recommended that a Business Law course should be part of the FOS. The group felt that the content of the course is necessary, as students learn about contracts, negotiation, patent law, and other topics useful for students' overall development. Data showed that Business Law is offered widely at institutions in Texas, enrollment is stable, and 27 institutions teach Business Law at the 2000 level. Forty schools teach it at the 3000 level.</p> <p>Research by committee members indicated that Business Law must be a junior level course or higher in order for Accounting majors to sit for the CPA licensure exam in Texas. The learning outcomes of BUSI 2301 as taught at many community colleges are not acceptable to the Texas CPA Board.</p> <p>A third breakout group considered Business Statistics. The group reported that Business programs teach Statistics at both the 2000 and the 3000 level. Eleven institutions in Texas teach Statistics at the 2000 level, and 40 institutions teach it at the 3000 level.</p>

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	<p>The University of Texas at Austin teaches Statistics at the lower division level. Statistics courses don't have the same certification issues as Business Law. The group recommended that the FOS include a Business Statistics course.</p> <p>Discussion followed about how adding a Business Statistics course would impact student enrollments and faculty lines, particularly for MATH 1325. Members commented that Math Departments will probably attempt to offer the proposed Business Statistics course and align current course offerings with any new learning objectives proposed by the FOS. One member commented that adding this course to the FOS may take one course from the Math Department and add one course to a Business Department in most/many institutions. A show of hands indicated that most members preferred a BUSI prefix over a MATH prefix for a new Business Statistics course.</p> <p>One member commented that Business Statistics is valuable for students in the workplace, as employers will likely value statistics training as a foundation for critical thinking and decision making in the business environment.</p> <p>A series of votes took place on which courses to include in the FOS:</p> <p>MATH 1324 – Voted to Add</p> <p>MATH 1325 – Voted to Drop</p> <p>ECON 2301 - Voted to Retain</p> <p>ECON 2302 – Voted to Retain</p> <p>BCIS 1305 (As amended with additional Excel programming in the learning objectives) – Voted to Retain</p> <p>ACCT 2301 – Voted to Retain</p> <p>ACCT 2302 – Voted to Retain</p> <p>BUSI 2301 – Voted to Remove</p> <p>BUSI 1301 – Voted to Include</p> <p>Discussion continued about a proposed new Business Statistics (BUSI 23XX). Allen Michie stated that the</p>

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	<p>Coordinating Board would need to assemble a separate Learning Outcomes committee to draft the course description and learning outcomes for the proposed new course. The committee discussed whether Statistics is best offered at the 2000 or 3000 level.</p> <p>The question was called, and the committee voted to add a proposed new course in Business Statistics (BUSI 23XX) to the FOS.</p> <p>A series of votes was taken on the final revised FOS:</p> <p>MATH 1324 – Voted to Include</p> <p>ECON 2302 – Voted to Include</p> <p>ECON 2301 – Voted to Include</p> <p>BCIS 1305 (As Revised) – Voted to Include</p> <p>ACCT 2302 – Voted to Include</p> <p>ACCT 2301 – Voted to Include</p> <p>BUSI 23XX – Voted to Include</p> <p>BUSI 1301 – Voted to Include</p> <p>BUSI 2301 – Voted to Reject</p> <p>Allen Michie asked if the Business FOS could also serve as the FOS for other related disciplines, and a series of votes were taken. The committee recommended that the proposed FOS also serve for Finance, Marketing, Business/Commerce, Accounting, Management Information Systems, International Business, and Entrepreneurship.</p> <p>There was discussion about whether the Business Administration & Management FOS could serve for Economics. It was noted that Economics departments are sometimes not in Business Schools. The consensus was that the proposed FOS could serve for BBA programs in Economics, but not for BS or BA programs in Economics. [NOTE: Coordinating Board leadership later decided to assemble a separate FOS Advisory Committee for all Economics degree programs.]</p> <p>There was a motion to recommend SPCH 1315, SPCH 1321, or and equivalent course as a general education</p>

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	<p>core selection. The committee elected to recommend that students take a public speaking course if possible as one of their general education core requirements.</p>
<p>III. Discussion of agenda items for future meetings; overview of timeline for public comments and approval</p>	<p>Allen Michie summarized Coordinating Board procedures for the 30-day public comment period. Once the public comments have been received, the committee will need to respond, which it could choose to do via email or with another face-to-face meeting.</p> <p>A motion was made and passed to authorize the co-chairs to approve the final wording of FOS, approve the minutes, and deal with other upcoming business on behalf of the committee.</p>
<p>IV. Adjournment</p>	<p>Tracy Hurley adjourned the meeting at 11:40 AM.</p>